

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554**

In the matter of

Review of the Emergency Alert System

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EB Docket No. 04-296

**SUMMARY OF ORAL PRESENTATION BY  
GLOBAL MARKETING SOLUTIONS, INC.**

Joseph D. Pentland

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December 01, 2004

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In the matter of

## Review of the Emergency Alert System

EB Docket No. 04-296

Global Marketing Solutions, Inc. – Summary of Oral Presentation Given to the FCC’s Office  
of Homeland Security on November 15, 2004  
to Discuss the Review of the Emergency Alert System (EAS)

IN ACCORDANCE WITH EX PARTE RULES GOVERNING ORAL PRESENTATIONS, Global Marketing Solutions, Inc. hereby files this summary of the meeting between Global Marketing Solutions, Inc. and the FCC's Office of Homeland Security concerning its original comments to the Commission's Notice of Proposed Rulemaking (NPRM) to examine the Emergency Alert System (EAS) filed on October 27, 2004.

## I. SUMMARY

Representatives from Global Marketing Solutions, Inc. met with a team of experts assembled by the FCC's Office of Homeland Security in Washington, D.C. on November 15, 2004. Individuals present representing the Government were as follows: Jim Daily (Director), Jeanne Kowalski (Asst. Director), Darryl Smith (Senior Engineer), Bonnie Gay (Program Analyst), Shannon Lipp (Attorney) and Ken Burnley (Attorney). Individuals representing Global Marketing, Inc. were as follows: J. D. Pentland (President/CEO) and JoAnn Pentland (Director-Human Resources).

After a brief period of introductions, Jim Daily provided an outline and summary of the function and responsibilities of his department and how they relate to the EAS. Mr. Pentland then gave a slideshow presentation during which he discussed the merits of the technology currently under development by Global Marketing Solutions, Inc. and the potential for this technology to play a key role in an updated EAS (A copy of this slideshow has been included with this report). Topics included (1) the system's ability to disseminate vital information quickly and efficiently in times of crisis, such as a terrorist threat, severe weather emergency, earthquake or other natural disaster, when power may be lost and citizens are frightened and

confused, (2) the system's ability to enable government officials to communicate specific, localized warnings and information to a large percentage of the population residing in those areas affected by the emergency, providing vital information and comfort to those who need it, (3) the various applications of this system and how they relate to the safety and security of the American people, (4) the details of a potential path to a public/private partnership; a partnership that would provide much needed funding for education, healthcare and other government programs providing services for underprivileged citizens.

At the conclusion of the presentation by Mr. Pentland the floor was opened for questions and comments by the Government. During this phase of the meeting we discussed with the Government how best to integrate this system into an effective EAS, ways in which to improve the technology, paths to potential governmental funding, and ways in which to expedite its deployment.

The results of this meeting were both very informative and very encouraging. At the conclusion all present were in agreement that this system was very comprehensive and broad enough in scope to be a valuable part of an updated EAS. Jim Dailey suggested we contact FEMA to arrange for a similar meeting in order to present it for further development and funding by the Department of Homeland Security.

Signed and submitted this 02nd day of December, 2004.

Respectfully submitted,

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